

SYSTEM AND METHOD FOR BROADCAST ADVERTISING

ABSTRACT OF THE DISCLOSURE

A system and method for broadcast advertising includes a broadcast receiver that receives a broadcast signal. In addition to the usual video and/or audio data, the broadcast signal includes embedded product or service data. Moreover, the broadcast receiver includes a memory slot that is sized and shaped to receive a portable memory media. In response to a signal received at the broadcast receiver, e.g., from a remote control unit, the embedded product data is extracted from the broadcast signal and downloaded to the portable memory media forming a virtual shopping list. To facilitate shopping, the portable memory media can then be installed in a shopping computer, e.g., in an information kiosk at a shopping mall to determine where a particular product can be found, how much it costs, etc.